1994 FIXTURE GUIDELINES

- RJR will continue to supply base fixtures at no charge to eligible retail outlets; however, chargebacks will be required for the following:
  - Merchandising changes or replacement equipment not benefiting RJR.
  - All security equipment
  - Profile Changes.
  - Fixture Relocation.
  - Charge for 1/2 fixture in vertical load situations.
  - Carton fixture when RJR does not have pack presence parity.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfhn0000

12/22/93

GENOVESE DRUGS

1994 MERCHANDISING

- All merchandising should be developed and implemented based upon the best program than can achieve sales and maximize contract payments.

The following are scenarios that could occur:

		Contract	Promotional
Scenario #1 - RJR & PM Together			
	RJR	$ 88,600	$ 90,000
	PM	240,000	50,400
		$328,600	$140,400
less cost share (@ $235 each) 80 stores when PM shares pack fixture in vertical configuration		- 18,800*	
		$309,800	$140,400
* If PM will not cost share in fixtures			
Scenario #2 - PM Only			
	RJR	0	Money available but will PM allow
	PM	$240,000	$50,400
		$240,000	$50,400
Scenario #3 - RJR Only			
	RJR	$ 88,600	$90,000
	PM	0	0
		$ 88,600	$90,000

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· ***What do RJR and PM want for $?***

	RJR	PM
• Counter Display	1	1 (or 2?)
• Savings Display (Non Self Service)	1	1
• Pack Fixture (Top Rows)	50%	50%
• Pack Fixture (Capacity)	1 per brand	50%
(Total Rows)	1 per brand	50%
• Carton Fixture (Rows)		
12 stores (225+)	42 rowstop shelves	50%
(<225)	Top shelf % sales to second shelf as needed	50%
• Carton Fixture (Capacity)	Share of Market	50%
• Signage	1/2 pack fixture over carton	50% of total not including contracted area

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11/17/93

GENOVESE DRUG STORES - CONTRACT PROPOSAL

				CURRENT			PROPOSED		
	#	ADDRESS	CITY	VOL.	ROWS	# DISP	ROWS	# DISP	
152304	#39	391 W MAIN ST	HUNTINGTON	800	49	2	48	2	
152705	#46	2815 JERUSALEM AVE	NORTH BELLMORE	560	49	3	48	2	
122510	#109	7118 3RD AVE	BROOKLYN	500	49	NSS	48	1	
152303	#14	632 N WELLWOOD AVE	LINDENHURST	500	49	2	48	2	
152301	#17	807 MONTAUK HWY	PATCHOGUE	450	49	2	48	2	
152302	#26	65 ROUTE 111	SMITHTOWN	450	49	2	48	2	
152709	#29	657 HILLSIDE AVE	NEW HYDE PARK	450	49	2	48	2	
152301	#37	397 SUNRISE HIGHWAY	PATCHOGUE	400	49	2	48	2	
152304	#102	391 SOUTH OYSTER BAY	PLAINVIEW	400	49	3	48	2	
152701	#45	4320 BELL BLVD	FLUSHING	400	49	2	48	2	
152701	#103	61 29/35 SPRINGFIELD	OAKLAND GARDENS	350	49	1	48	1	
152706	#36	3199 LONG BEACH RD	OCEANSIDE	350	49	1	48	1	
152709	#124	444 HILLSIDE AVE	WILLISTON PARK	350	49	2	48	2	
152706	#20	806 SUNRISE HWY	BALDWIN	325	49	3	48	2	
152704	#41	2784 SUNRISE HWY	BELLMORE	320	49	1	48	1	
122509	#108	2402 86TH ST	BROOKLYN	300	49	NSS	48	1	
122510	#106	7020 13TH AVE	BROOKLYN	300	49	1	48	1	
152202	#25	53 E PROSPECT AVE	MOUNT VERNON	300	49	3	48	2	
152204	#16	871 SAW MILL RIVER R	ARDSLEY	300	49	3	48	2	
152209	#24	158 S LIBERTY DR	STONY POINT	300	49	1	48	1	
152301	#122	2799 ROUTE 112	MEDFORD	300	49	NSS	48	1	
152302	#30	371 HORSEBLOCK RD	FARMINGVILLE	300	49	2	48	2	
152302	#28	17 COLLEGE PLZ	SELDEN	300	49	2	48	2	
152302	#15	226 ROUTE 25A	SETAUKET	300	49	2	48	2	
152302	#134	5507 NESCONSET HWY	MOUNT SINAI	300	49	NSS	48	1	
152704	#23	1141 WANTAGH AVE	WANTAGH	300	49	2	48	2	
153009	#89	1086 STATE ST E	WESTPORT	300	49	2	48	2	
153010	#82	1203 HIGH RIDGE RD	STAMFORD	300	49	3	48	2	
152710	#101	961 PORT WASHINGTON	PORT WASHINGTON	275	49	2	48	2	
152209	#31	ROUTE 17M	MONROE	250	49	1	48	1	
152301	#35	263 WM FLOYD PKY	SHIRLEY	250	49	2	48	2	
152301	#38	12 MIDDLE COUNTRY RD	MIDDLE ISLAND	250	49	3	48	2	
152301	#132	700 43 PATCHOGUE	MEDFORD	250	49	NSS	48	1	
152304	#47	1039 ROUTE 109	FARMINGDALE	250	49	2	48	2	

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GENOVESE DRUG STORES - CONTRACT PROPOSAL

				CURRENT			PROPOSED		
	#	ADDRESS	CITY	VOL.	ROWS	# DISP	ROWS	# DISP	
152704	#43	3974 HEMPSTEAD TPKE	LEVITTOWN	250	49	2	48	2	
152706	#18	1012 RAILROAD AVE	WOODMERE	240	49	NSS	48	1	
153005	#78	98 TURNPIKE SQ	MILFORD	210	49	NSS	?	1	
122508	#129	2810 AVENUE U	BROOKLYN	200	49	NSS	?	1	
122512	#116	385 BAY ST	STATEN ISLAND	200	49	1	?	1	
152301	#42	MONTAUK & EASTPORT R	EASTPORT	200	49	2	?	2	
152301	#120	MONTAUK HWY & RTE 24	HAMPTON BAYS	200	49	NSS	?	1	
152302	#119	620 PORTION RD	LAKE RONKONKOMA	200	49	2	?	2	
152302	#12	4500 SUNRISE HWY	OAKDALE	200	49	2	?	2	
152303	#200	599 E MAIN ST	BAY SHORE	200	49	2	?	2	
152303	#22	1140 DEER PARK AVE	NORTH BABYLON	200	49	2	?	2	
152702	#8	13651 ROOSEVELT AVE	FLUSHING	200	49	2	?	2	
152707	#40	198 W MERRICK RD	VALLEY STREAM	200	49	1	?	1	
152707	#34	168 N VILLAGE AVE	ROCKVILLE CENTR	200	49	1	?	1	
152708	#33	498 HEMPSTEAD	WEST HEMPSTEAD	200	49	2	?	2	
152710	#147	21 SOUNDVIEW MARKET	PORT WASHINGTON	200	49	2	?	2	
152710	#145	215 FOREST AVE	GLEN COVE	200	49	NSS	?	1	
153002	#85	880 BOSTON POST RD	GUILFORD	200	49	2	?	2	
122603	#60	1335 16TH ST	FORT LEE	190	49	1	?	1	
122607	#62	FRANKLIN AVENUE	WALDWICK	185	49	1		1	
122512	#110	1360 HYLAN BLVD	STATEN ISLAND	180	49	1		1	
152302	#19	593 OLD TOWN RD	PRT JEFF STA	180	49	2		2	
152303	#130	92 MAYFAIR SHOPPING	COMMACK	180	49	2		2	
152303	#7	866 SUNRISE HWY	BAY SHORE	180	49	2		2	
152304	#27	5125 MERRICK RD	MASSAPEQUA	180	49	2		2	
152304	#4	293 CLAY PITTS RD	ELWOOD	180	49	2		2	
152304	#117	395 FORT SALONGA RD	NORTHPORT	180	49	2		2	
122914	#131	1710 CROSBY AVE	BRONX	176	49	2		2	
152703	#142	17813 UNION TPKE	FLUSHING	176	49	NSS		1	
122613	#67	349 PATERSON AVE	WALLINGTON	175	49	NSS		1	
152701	#121	25501 UNION TPKE	GLEN OAKS	175	49	1		1	
153008	#77	301 MAIN ST	DANBURY	170	49	NSS		1	
122913	#136	1847 ROCKAWAY PKY	BROOKLYN	150	49	1		1	

51857 9250

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GENOVESE DRUG STORES - CONTRACT PROPOSAL

				CURRENT			PROPOSED		
	#	ADDRESS	CITY	VOL.	ROWS	# DISP	ROWS	# DISP	
152302	#137	1770 VETERANS HWY	CENTRAL ISLIP	150	49	2		2	
152303	#133	457 PARK AVE	LINDENHURST	150	49	NSS		1	
152303	#138	369 LITTLE EAST NECK	WEST BABYLON	150	49	2		2	
152401	#87	624 W MAIN ST	NORWICH	150	49	2		2	
152710	#123	1140 WILLIS AVE	ALBERTSON	150	49	2		2	
153009	#80	525 TUNXIS HILL RD	FAIRFIELD	150	49	2		2	
152301	#32	335 ROUTE 25A	MILLER PLACE	120	49	2		2	
153010	#84	125 DANBURY RD	RIDGEFIELD	120	49	NSS		1	
152711	#6	3056 HEMPSTEAD TPKE	LEVITTOWN	115	49	3		2	
122913	#104	6910 GRAND AVE	FLUSHING	110	49	3		2	
122509	#128	2217 65TH ST	BROOKLYN	105	49	NSS		1	
122913	#118	10203 ATLANTIC AVE	JAMAICA	100	0	NSS		1	
152301	#44	346 102 POINT PLAZA	ROCKY POINT	100	49	2		2	
152301	#125	ROUTE 25&FACTORY RD.	MATTITUCK	100	49	2		2	
152701	#10	15365 CROSS ISLAND P	FLUSHING	100	49	2		2	
122913	#3	3109 DITMARS BLVD	LONG ISLAND CIT	95	49	2		2	
122508	#113	2981 OCEAN AVE	BROOKLYN	90	49	NSS		1	
152701	#48	1508 COLLEGE POINT B	FLUSHING	90	49	2		2	
122913	#112	75 75 31 AVENUE	JACKSON HEIGHTS	85	49	3		2	
122913	#11	3732 82ND ST	FLUSHING	80	49	NSS		1	
122914	#140	541 W 235TH ST	BRONX	80	49	2		2	
122913	#127	738 MANHATTAN AVE	BROOKLYN	62	49	2		?	
122913	#114	3214 31ST ST	LONG ISLAND CIT	60	49	2		?	
122913	#141	16010 CROSSBAY BLVD	JAMAICA	60	49	2		?	
122509	#115	8222 18TH AVE	BROOKLYN	55	49	NSS		?	
122913	#105	6036 MYRTLE AVE	FLUSHING	50	49	1		?	
122504	#111	2577 NOSTRAND AVE	BROOKLYN	40	49	1		?	
122913	#5	4602 GREENPOINT AVE	SUNNYSIDE	40	0	NSS		?	
122508	#126	237 241 AVENUE U	BROOKLYN	33	49	NSS		?	
122913	#9	3099 STEINWAY ST	LONG ISLAND CIT	30	49	1		?	
122913	#21	6026 WOODSIDE AVE	FLUSHING	30	49	NSS		?	
122977	#1	3116 30TH AVE	LONG ISLAND CIT	25	0	NSS		?	
122977	#2	2125 BROADWAY	LONG ISLAND CIT	20	0	NSS		?	

51857 9251

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Winston King	Winston King
Winston Sel. King	Winston King
Winston Sel. Box	Winston Box
WINSTON SEL LT BOX	Winston 100
WINSTON SEL LT SOFT	Winston LT
WINSTON SEL LT 100	Winston LT
WINSTON SEL SLIM LT	Winston LT 100
Winston LT Box	Winston UL King
Winston LT Box 100	Winston UL 100
Salem King	Salem King
Salem 100	Salem 100
Salem LT 100	Salem LT 100
Salem LT 100	Salem LT 100
Salem LT King	Salem LT King
Salem LT King	Salem LT King
Salem LT King	Salem LT King
Salem UL King	Salem UL King
Salem UL LT	Salem UL 100
Salem Box	
Salem Custom Cs	Salem SL LT 100
Salem SL LT 100	Doral LT
Doral FF King	Doral LT 100
Doral FF 100	Doral LT Menthol
Doral FF Men King	Doral LT Men 100
Doral FF Men 100	Doral UL King
Doral Non-Filter	Doral UL 100

51857 9252

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Vantage Men 100	Vantage Menthol
Vantage UL King	Vantage UL King
Vantage UL 100	Vantage UL 100
Vantage 100	Vantage 100
Vantage Filter	Vantage Filter
More LT Menthol	More LT
More 120	More 120
More Men 120	More Menthol 120
Now 100	Now 100
Now 100	Now 100
Now King	Now King
Now Menthol King	Now Menthol King
Now Menthol 100	Now Menthol 100
	Camel
Camel SP LT HP	Camel
Camel SP LT HP 100	Camel Filter HP
Camel Sp LT 100	Camel Filter SOFT
Camel LT HP	Camel LT
Wide Full Flavor	Camel UL Box
Wide Lt	Camel 100/UL 100
Monarch Lt King	Monarch Lt 100
Monarch Lt box	Monarch FF Men100
Monarch FF box	Monarch FF Men King
Monarch FF King	Monarch Men Lt 100
Monarch FF 100	Monarch Men Lt

51857 9253

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Barclay Box 100	Barclay King
Barclay Box	Barclay 100's
Belair 100's	Belair King
Capri Menthol 100	Capri Menthol
Capri LT 100	Capri 100
Kool Ultra 100	Kool Mild 100
Kool 100	Kool LT 100
Kool Ultra	Kool Ultra
Kool Milds	Kool Milds
Kool LT	Kool LT
Kool Filter	Kool Filter
Kool Box	Kool Box
Raleigh LT King	Raleigh LT 100
Raleigh 100's	Raleigh Filter
	Viceroy 100's
Viceroy LT 100	Viceroy LT 100
Viceroy LT King	Viceroy LT King
Viceroy King	Viceroy King
Viceroy King	Viceroy King
Viceroy Box	Viceroy Box
	GPC Non Filter
GPC UL 100	GPC UL King

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